

## **APPENDIX 1. DEFINITIONS**

Applications – (see Web applications)

Approaches – Herein defined as specific methods used in accomplishing tasks; how tasks are performed. For example, measuring customer satisfaction is a “practice,” and “approaches” to accomplishing this practice include using customer feedback from “Contact Us” pages, gathering information using Web-base pop-up surveys, convening customer focus groups, and talking with individual customers face-to-face.

Best-in-Web – Herein used to refer to fully and effectively using the Web in accomplishing the mission, e.g. meeting (and exceeding) customer needs.

Content – (see Web content)

Distributed (centralization model) – centralization at the subunit level, in which the top-level organization does not or can not standardize, coordinate, or control all Web management for all the subunits.

Extranet – An intranet that is partially accessible to authorized outsiders. The Extranet can be accessed only with a valid username and password, and your identity determines which parts of the extranet you can view. ([www.rustybrick.com/definitions.php](http://www.rustybrick.com/definitions.php))

Federated (centralization model) – a partial centralization at the higher level, in which subunits of an organization coordinate overall Web management, allowing independence or “flexibility” to subunits for some aspects, while centralizing other aspects at the top level.

Infrastructure – Computer hardware and software, in this case, in support of Web operations; hardware includes servers, data storage, network components (routers, hubs, etc.); software includes operating systems, network software, Web applications, database systems, security systems, and software for programming and maintaining Web sites.

Internet – A global network connecting millions of computers. More than 100 countries are linked into exchanges of data, news, and opinions. The Internet is decentralized by design. Each Internet computer, called a host, is independent. Its operators can choose which Internet services to use and which local services to make available to the global Internet community. ([www.rustybrick.com/definitions.php](http://www.rustybrick.com/definitions.php)) An international network of networked computers that evolved from Arpanet (Advanced Research Projects Agency Network), the predecessor of the Internet. (<http://bton.com/tb17/bebdefs.html>)

Intranet – A restricted-access network between computers within an organization; many communication protocols are used, including http and ftp; access from unauthorized users is prevented by firewalls, passwords, user ID’s, and other methods.

Navigation – The act of moving from one Web page to another by clicking on hypertext links.

## Best Practices in Web Management

Portal – Usually used as a marketing term to describe a web site that is or is intended to be the first place people see when using the web. Typically, a portal site has a catalog of web sites, a search engine, or both. A portal site also may offer e-mail and other service to entice people to use that site as their main "point of entry" (hence "portal" to the web). ([www.ianr.unl.edu/pubs/consumered/nf459.htm](http://www.ianr.unl.edu/pubs/consumered/nf459.htm))

Practices – Herein defined as tasks that Web managers and Web teams do; what tasks are performed. For example, measuring customer satisfaction is a "practice," and "approaches" to accomplishing this practice include using customer feedback from "Contact Us" pages, gathering information using Web-based pop-up surveys, convening customer focus groups, and talking with individual customers face-to-face.

Strategies – Herein defined as overall plans and courses of action, which are accomplished through practices and approaches. "Strategies" include aligning Web tasks with mission goals; "practices" that would support this strategy would include approving new content and reviewing existing content; "approaches" for approving new content would include having well understood and enforced standards and policies for content and requiring formal approval of new pages before they are posted.

Unified (centralization model) – complete centralization, in which all Web activities are accomplished by one Web Team at the top level of an organization; infrastructure is centralized in one location with appropriate redundancy for load balancing and contingencies.

Web applications – Interactive services and/or information provided to customers over the Web.

Web content – All the information viewed on the Web; includes static content (text and images in html code), dynamic content (information that is created on the fly as a user navigates through Web pages, and Web applications.

Web management – The handling of everything involved in building and operating an organization's Web presence.

Web page – An HTML-scripted file which may contain text, images, a colored and/or patterned background, and even embedded video and sound files. (<http://bton.com/tb17/bebdefs.html>)

Web presence – The totality of an organization's Web presentation to the customer; the complete suite of Web sites owned and operated by an organization. This can also refer to the sum total of every piece of an organization's Web-related hardware, software, and data.

Web site – A site (location) on the World Wide Web. Each Web site contains a home page, which is the first document users see when they enter the site. The site might also contain additional documents and files. Each site is owned and managed by an individual, company, or organization. ([www.rustybrick.com/definitions.php](http://www.rustybrick.com/definitions.php))

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World Wide Web – A system of Internet servers that support specially formatted documents. The documents are formatted in a script called HTML (Hyper Text Markup Language) that supports links to other documents, as well as graphics, audio, and video files. Not all Internet servers are part of the World Wide Web.

([www.rustybrick.com/definitions.php](http://www.rustybrick.com/definitions.php)) A subset of the Internet that enables hypertext navigation and multimedia presentation globally. (<http://bton.com/tb17/bebdefs.html>)